

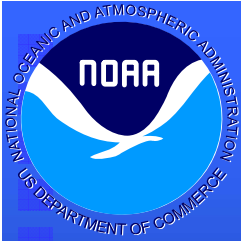
Your National Weather Service and Emergency Management Partnership: Saves Lives!

Arkansas Department of Emergency Management

North Little Rock, August 31, 2006

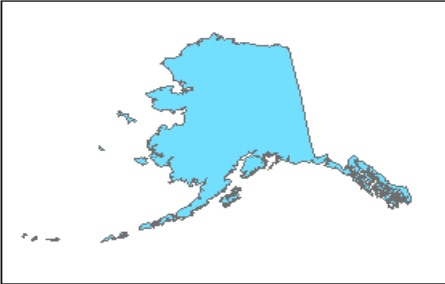
Bill Proenza, Director

National Weather Service Southern Region



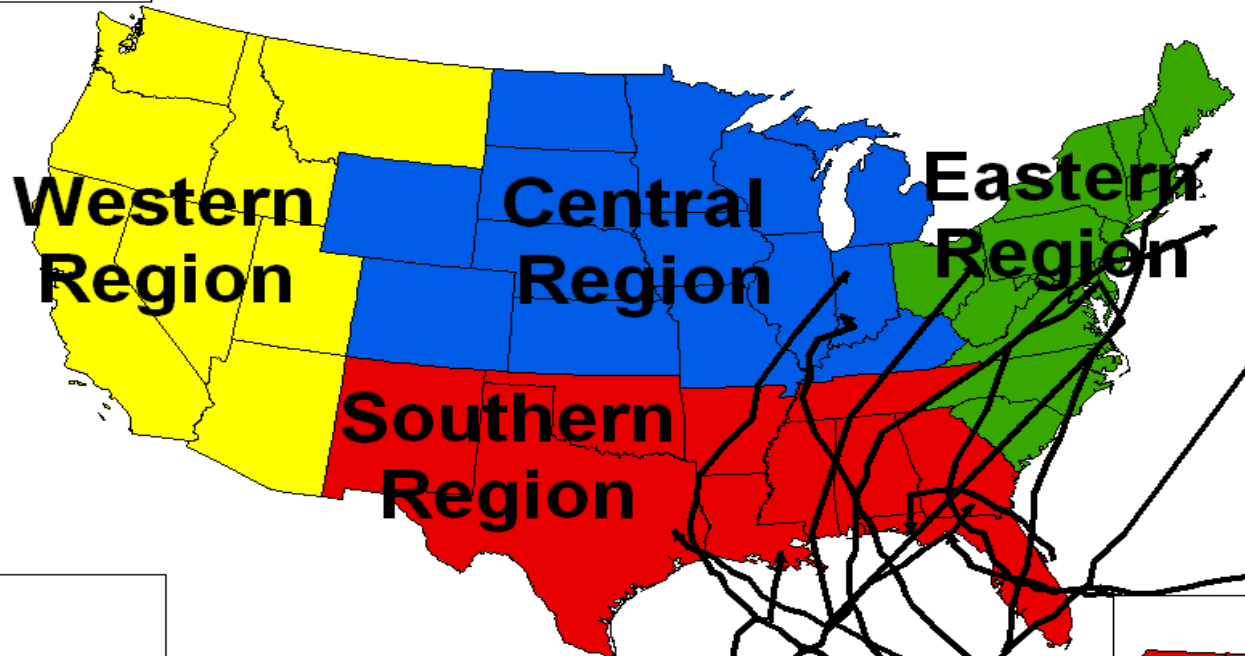
NWS has 4 major contiguous Regions and 2 State Regions

NWS Southern Region



Alaska Region

(based on areas with similar meteorological challenges)

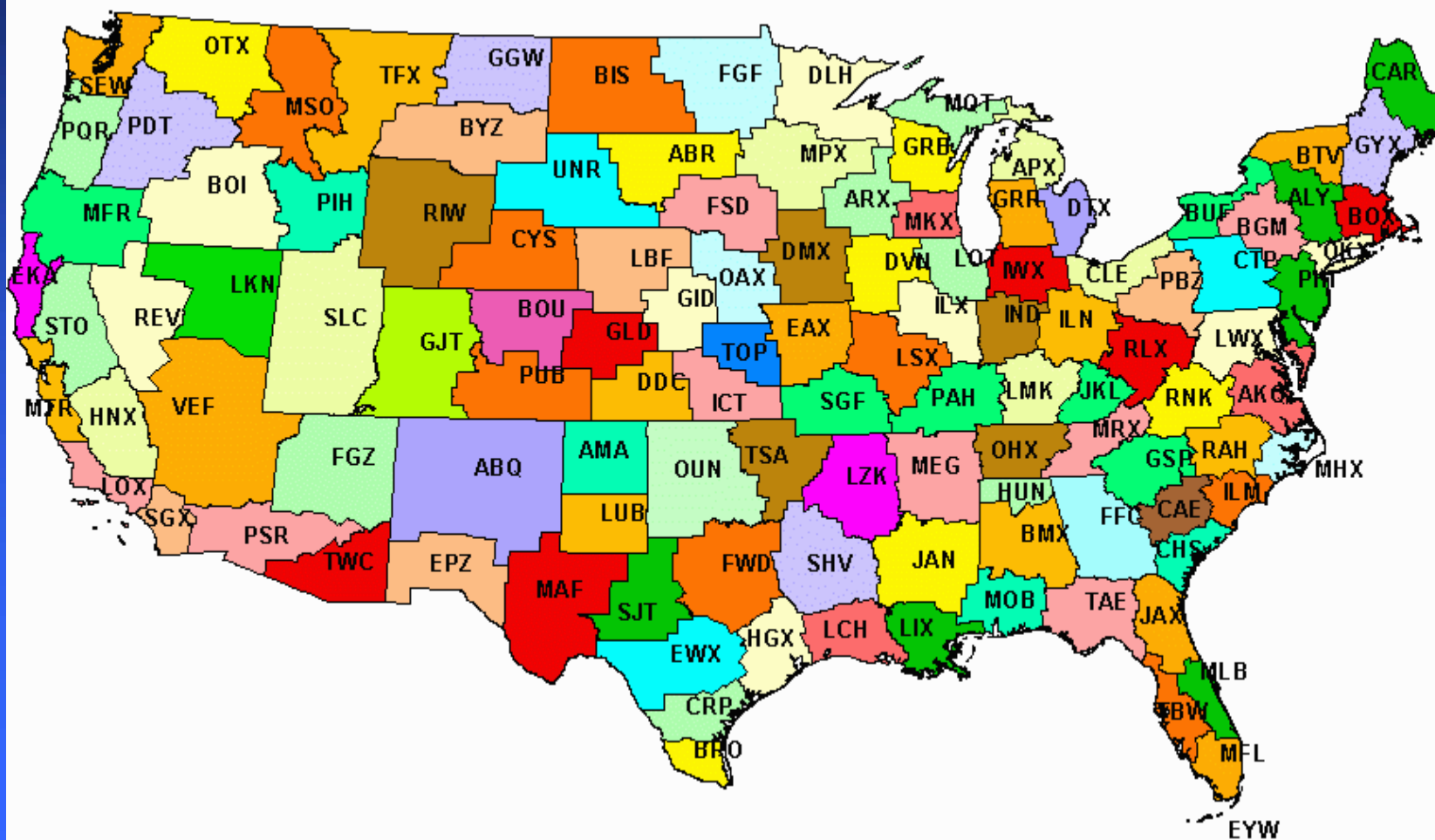


Hawaii and Guam

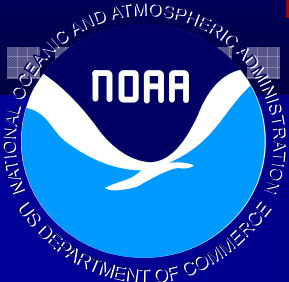
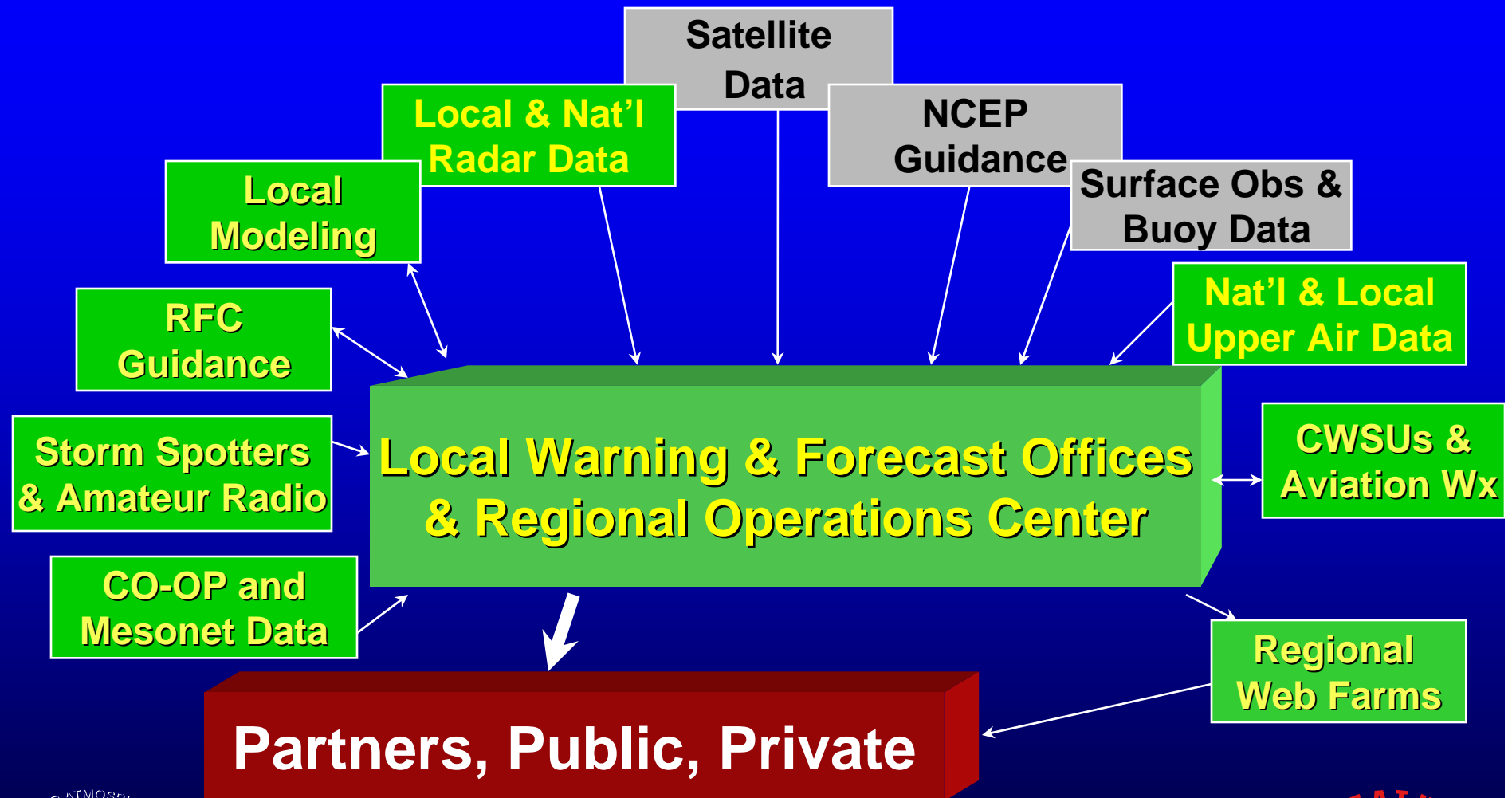
Pacific Region



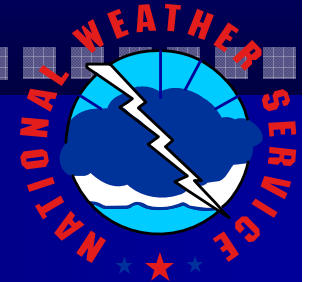
Puerto Rico and Virgin Islands



WFOs = NWS Info + local data in realtime



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www.srh.weather.gov

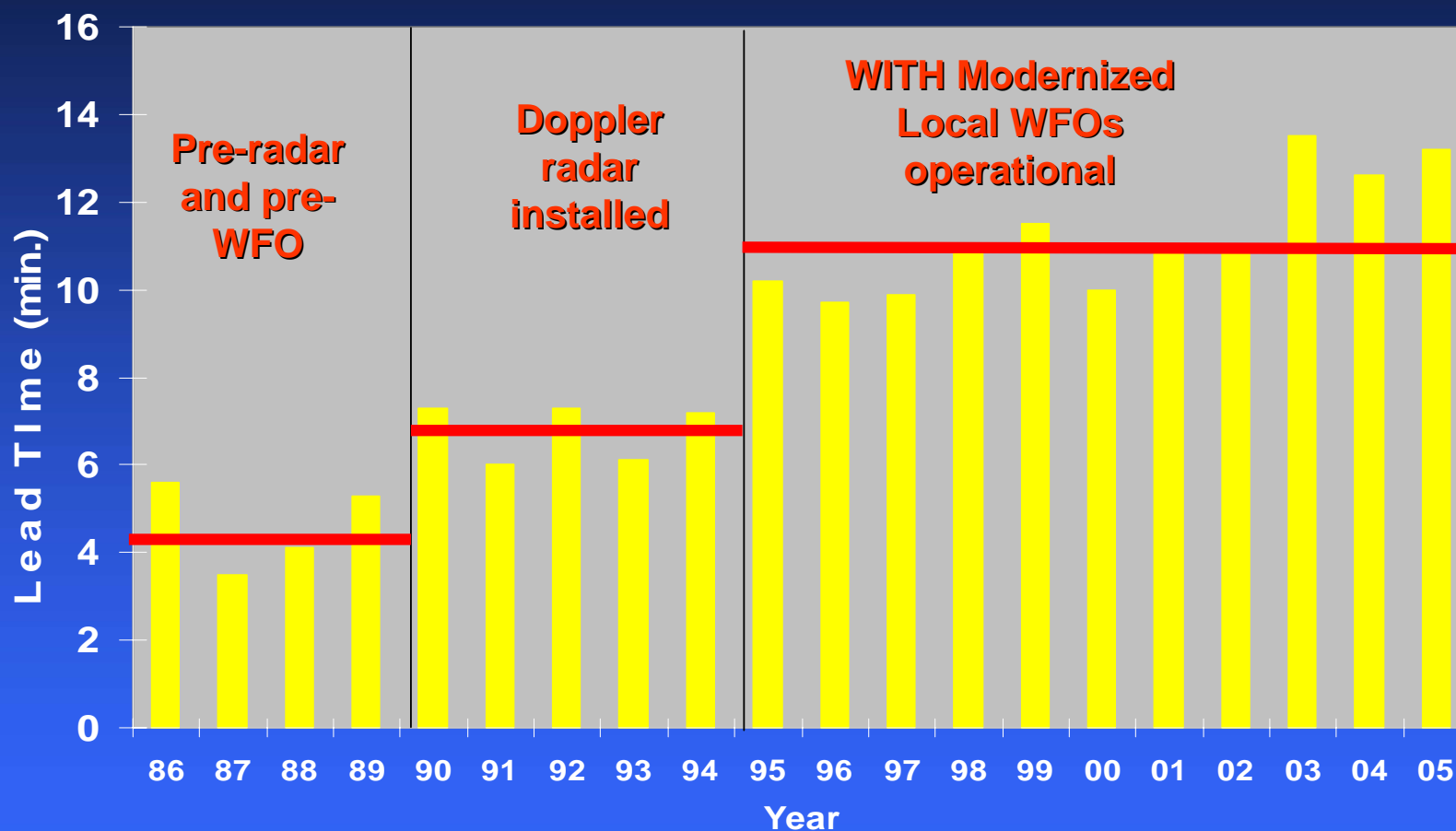


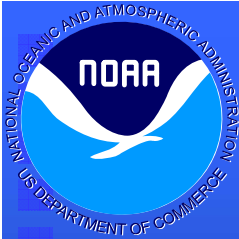


Local WFOs Save Lives

By increasing Tornado Warning Lead Time

NWS Southern Region





Your National Weather Service WFOs



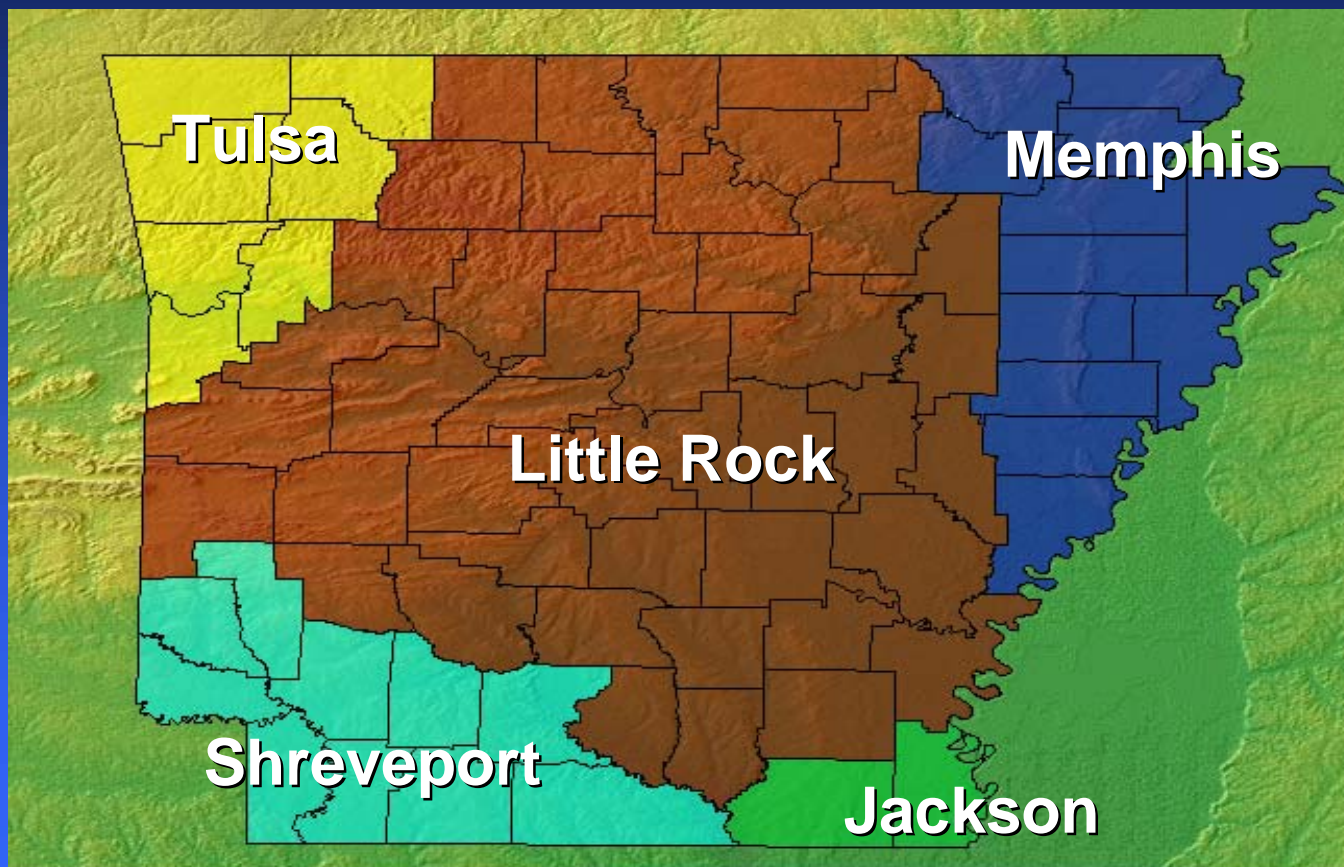
- **...are your 24x7 “Local” weather offices** – providing climate information, powerful & timely weather service & statements, forecasts & warnings.
- **...are your vital network of dependable radars** – with radar and velocity loops showing fine-scale storm movements and precipitation rates and wind speeds etc. *ALL, with new GIS capability and other vital features on the internet.*
- **...are the key to life saving community preparedness-** partnering with local, state & federal emergency management and the media.



NWS Offices -- Arkansas



NWS Southern Region





NWS Southern Region

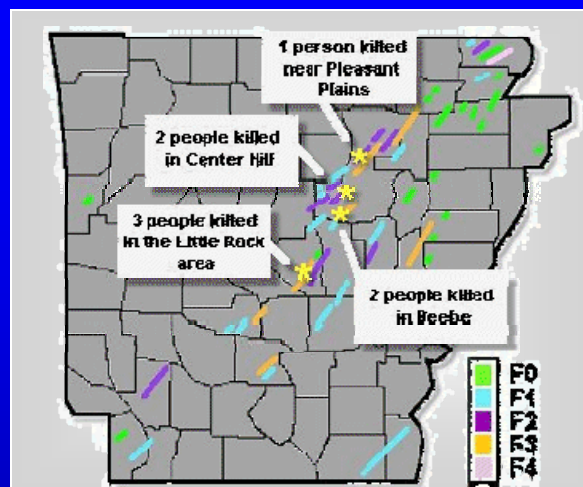
Regional Operations Center



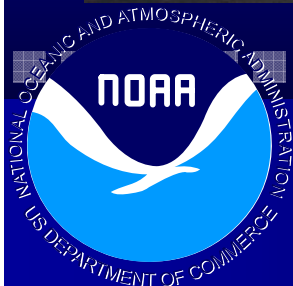
- Local/State/Federal EM briefings
- NWS major weather event coordination
- Strategic NWS staff deployments to your field high impact command centers.
- Media briefings & Post-event assessment & reporting
- **817-978-1100 x147**



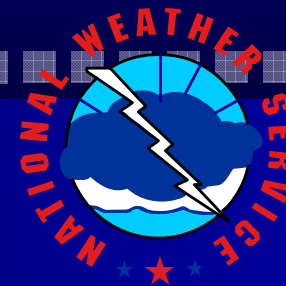
Tornado Outbreak - Jan 21, 1999



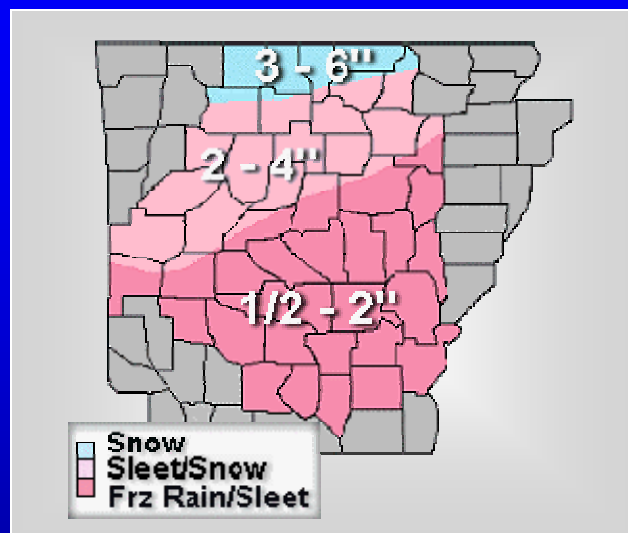
- Largest Jan. Outbreak on Record
- 30 Tornadoes
- 8 People Killed
- Baseball to Grapefruit Size Hail



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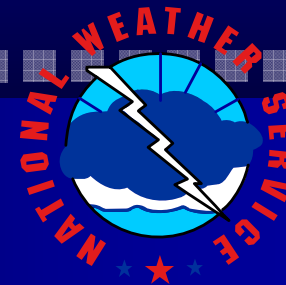
Ice Storms - December, 2000



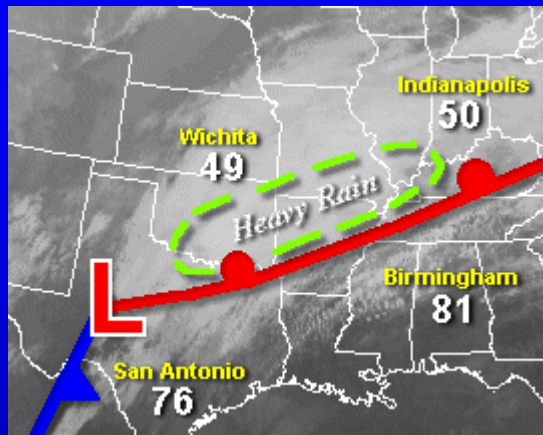
- Two Events
 - Dec. 12-13th
 - Dec. 25-28th
- Worst Ice Storm in 70 Years
- Up to 500,000 Without Power



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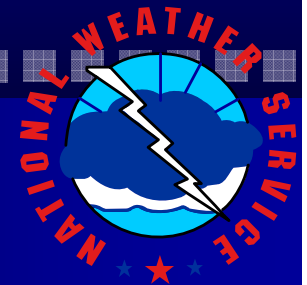
Flooding March 17–20, 2002

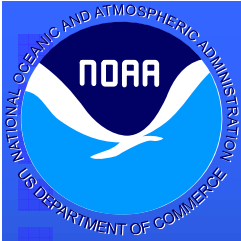


- Heavy Rainfall in Northern Arkansas
- Several Fronts Stalled Over The Area



NWS SOUTHERN REGION
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NWS SR Internet Site

www.srh.weather.gov

- Serves as one-stop source of weather info.
- Developed with both partners and public in mind.
 - ◆ **Easy navigation**
 - ◆ **Data given in the manner you need it.**
- Increases public awareness and response to valuable NWS 24 x 7 products and services.

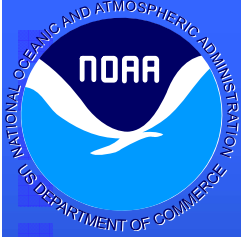


NWS SR Internet Site



- Forecasts obtained by either **postal zip code**, **city/state search**, or by **point and click map**
- Weather Information in clear, concise format
- Emphasizes local WFO expertise

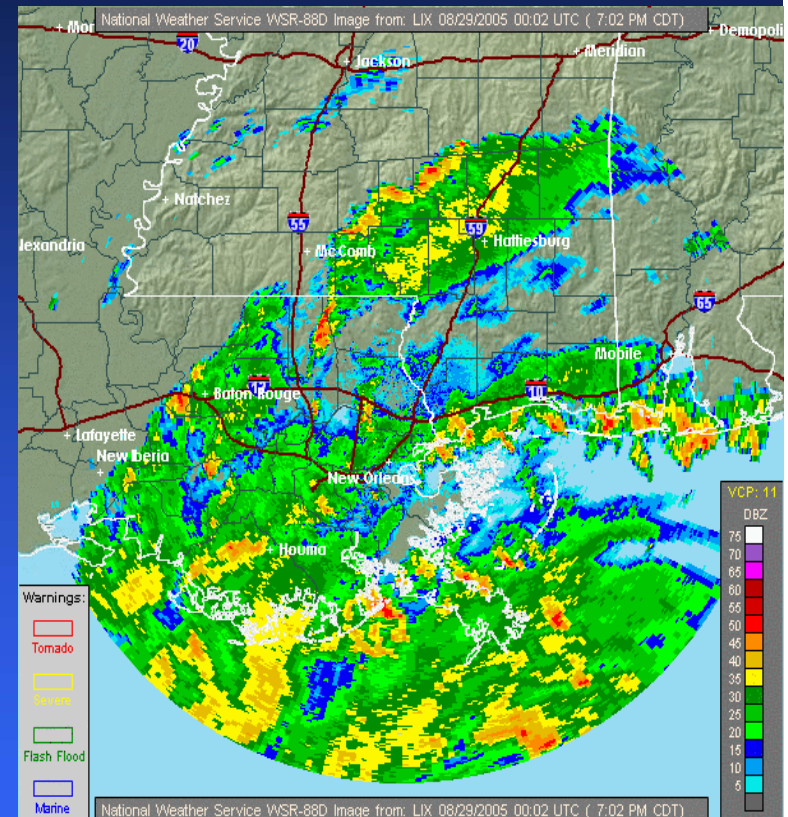




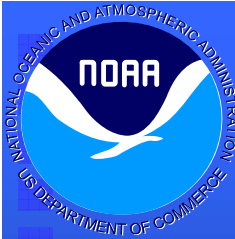
New NWS GIS Radar Webpages



- GIS Radar images and warning polygons are displayed, time looped and can be downloaded to your GIS software
- Calculates distance from any storm point, "Lat" & "Long" and direction
- For the first time, has **velocity** data!
- *A Southern Region initiative, now National as of Feb 21, 2006*



www.srh.weather.gov/ridge



NWS Radar network: 122 WFOs

- ◆ Critical to NWS mission

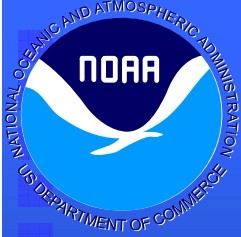
- ◆ Used by EM's, Mets, local govts, media and public
- ◆ Used by NWS for all warnings and forecasts

- ◆ NWS Radars are very popular

- ◆ Radar site accounts for ~40% of all NWS hits on active weather days
- ◆ During land-falling hurricanes, WFO coastal radar accounts for 50% of our internet data hits (we had nearly 1.5 BILLION hits during Katrina and Rita)

- ◆ Positive Feedback

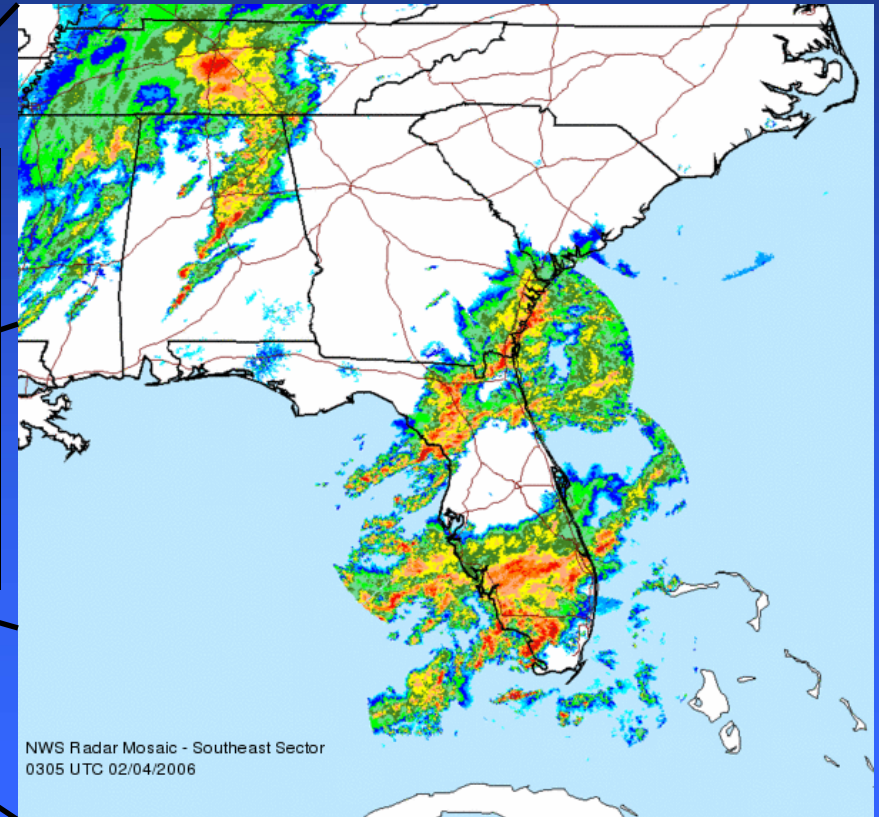
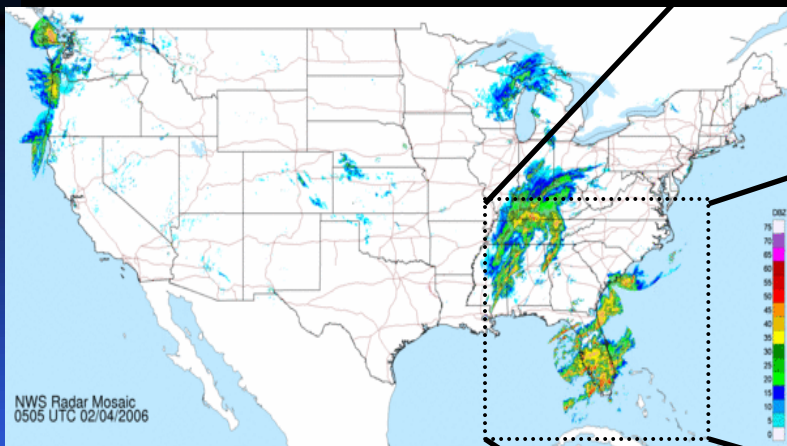
- ◆ Southern Region developed and operationally tested the new GIS "RIDGE" radar display & we were overwhelmed by the tens of thousands of comments. Expanded nationally by all NWS regions.



With GIS Radar: Improved National and Regional Mosaics

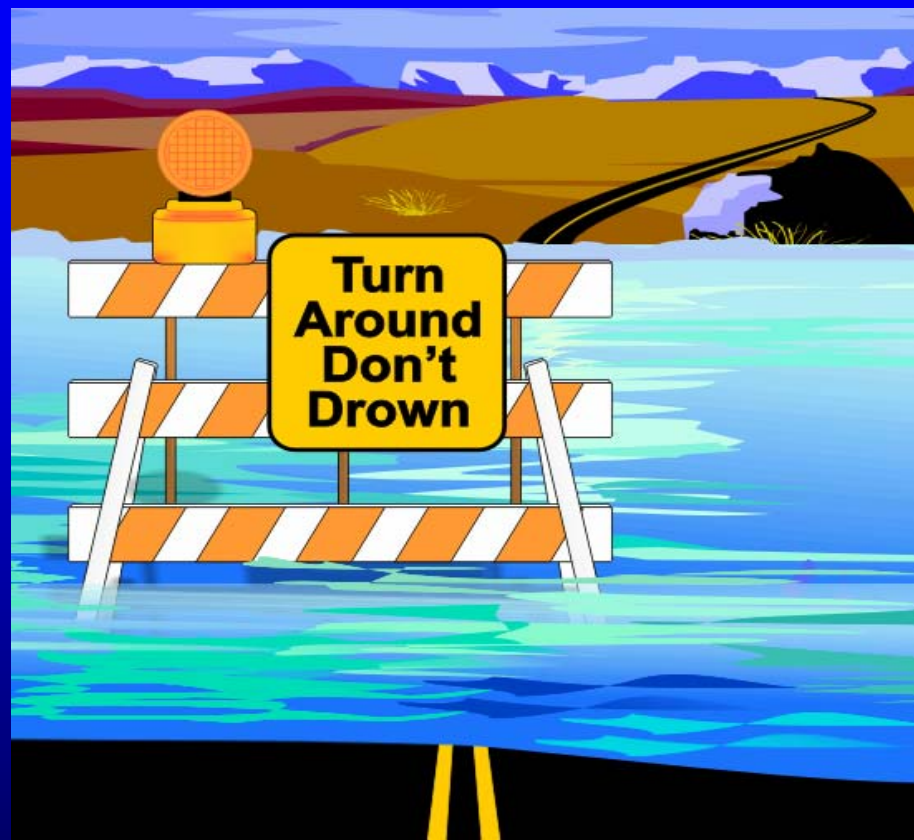
<http://www.srh.noaa.gov/ridge>

NWS Southern Region



Turn Around Don't Drown™

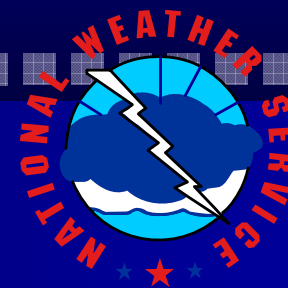
- Flood Safety Campaign.
- 30+ local, regional, and national partners.
- *A Southern Region initiative, now National!*



www.srh.weather.gov



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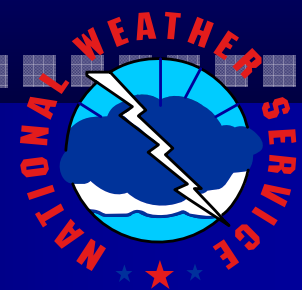


StormReady®

- Start in Tulsa – 1998
- 1088 nationwide sites
- Improves community weather preparedness
- *A Southern Region initiative, now National!*

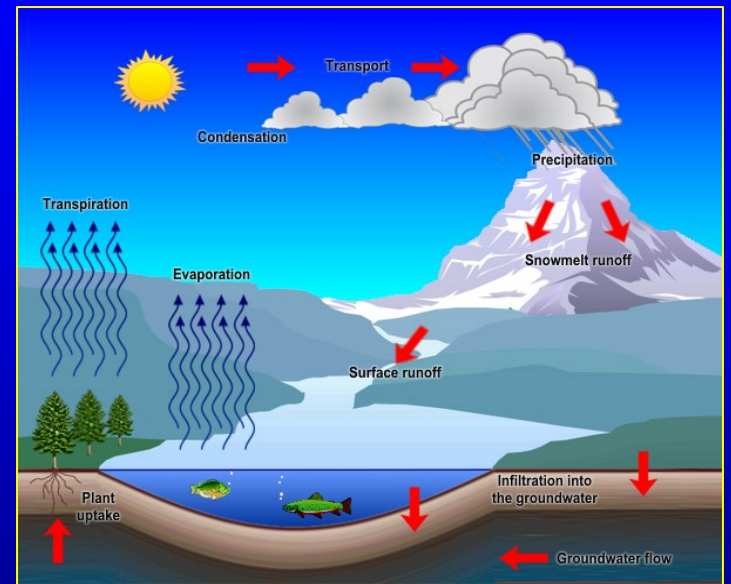


NWS SOUTHERN REGION
www.srh.weather.gov



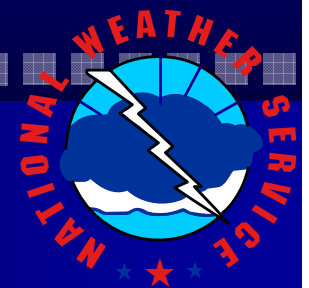
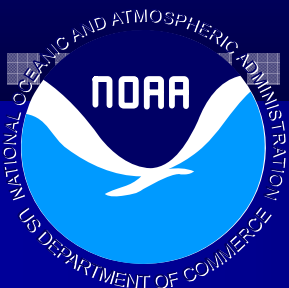
Project JETSTREAM

- A weather learning tool for EMs, media, teachers, students, public, aviation and marine communities.
- Includes weather preparedness & safety tips.
- Includes all weather from thunderstorms to winter storms.
- *A Southern Region initiative, now National!*



www.srh.weather.gov

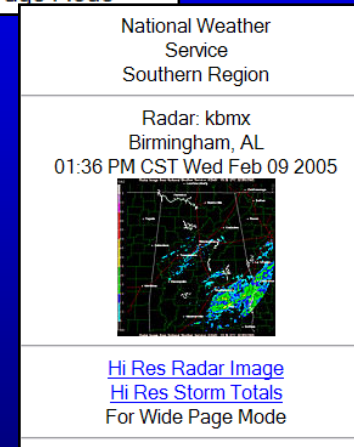
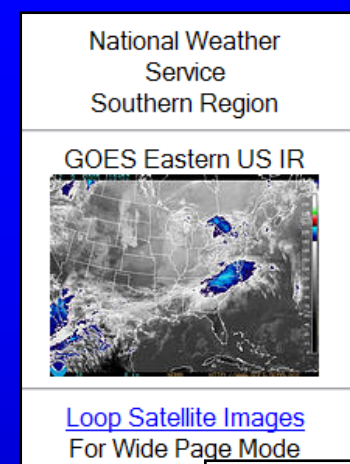
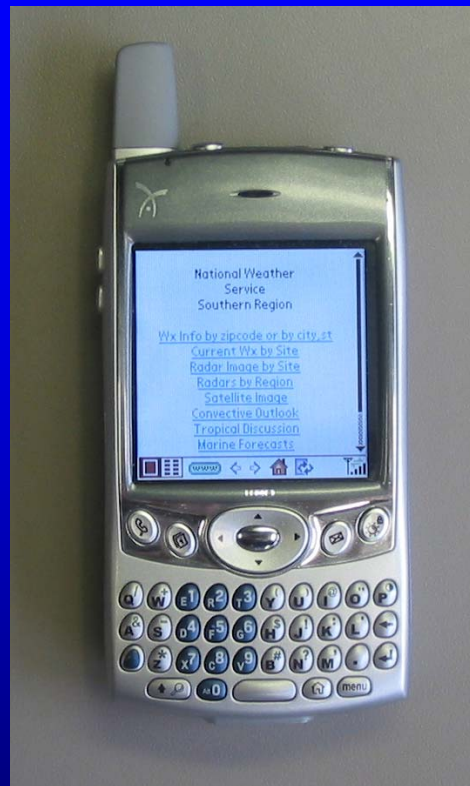
NWS SOUTHERN REGION
www.srh.weather.gov



Mobile Weather

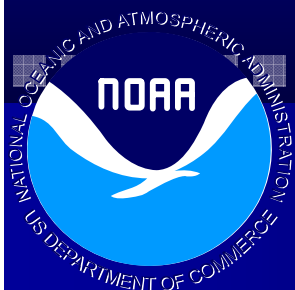
All the weather info
you need is now
available on mobile
devices!

*A Southern Region
Initiative!*

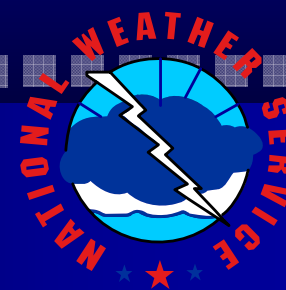


Standard cell phone: www.srh.weather.gov/wml

PDA: mobile.srh.noaa.gov



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www.srh.weather.gov

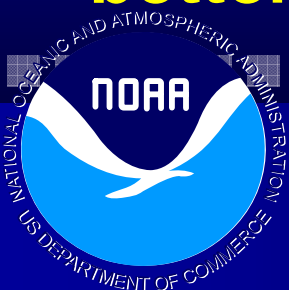


The Future of YOUR Local WFO

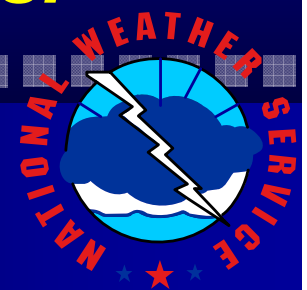
Improvements must build on the NWS modernization success and its emphasis on local expertise and local partnerships (EM and first responder communities)

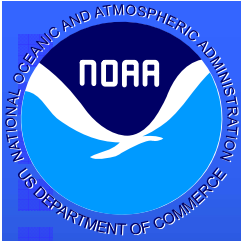
...Mesoscale (local scale) climate information and digital weather forecasts, local “mesonets”, a modernized CO-OP program, finer radar resolution with faster volume scans....all drawn (assimilated) into finer scale local modeling, “tactical met” support to EM and first responders...

All of the above will save more lives and support better informed weather impacted decisions.



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NWS Southern Region

**The National Weather Service Modernization
was based on Local (mesoscale) Mission
Delivery.**

**Therefore, the resulting NWS performance
improvements reinforce the concept:**

**...government closest to the people,
serves best!**



NWS Southern Region

Questions or Comments?

Bill Proenza, Director
National Weather Service Southern Region
Fort Worth, Texas

Get this presentation at: www.srh.noaa.gov
Click on: "Welcome from the Director"
Click on: "2006 ADEM Conference."